



# EKO dan EKA: KEMBARA TANAH AIR

Eko and Eka:  
Exploring the Homeland

# TANAH AIR

usually translated as country or homeland,  
but it could also be interpreted literally as  
*Tanah* (soil) and *Air* (water).

When we love Indonesia as our homeland,  
we should protect its soil, water and every  
creatures on it.

Indonesia is a biodiversity hotspot, home for some of the world's most endangered species, and lung for the planet.  
To conserve and protect Indonesia's nature is one of the greatest gift for humankind.

- To instill love of Indonesia's nature and to inspire environmentally conscious behaviour to children.
- To create environmentally conscious mascots or role models that children can relate.





# **EKO** **dan** **EKA:** **KEMBARA** **TANAH AIR**

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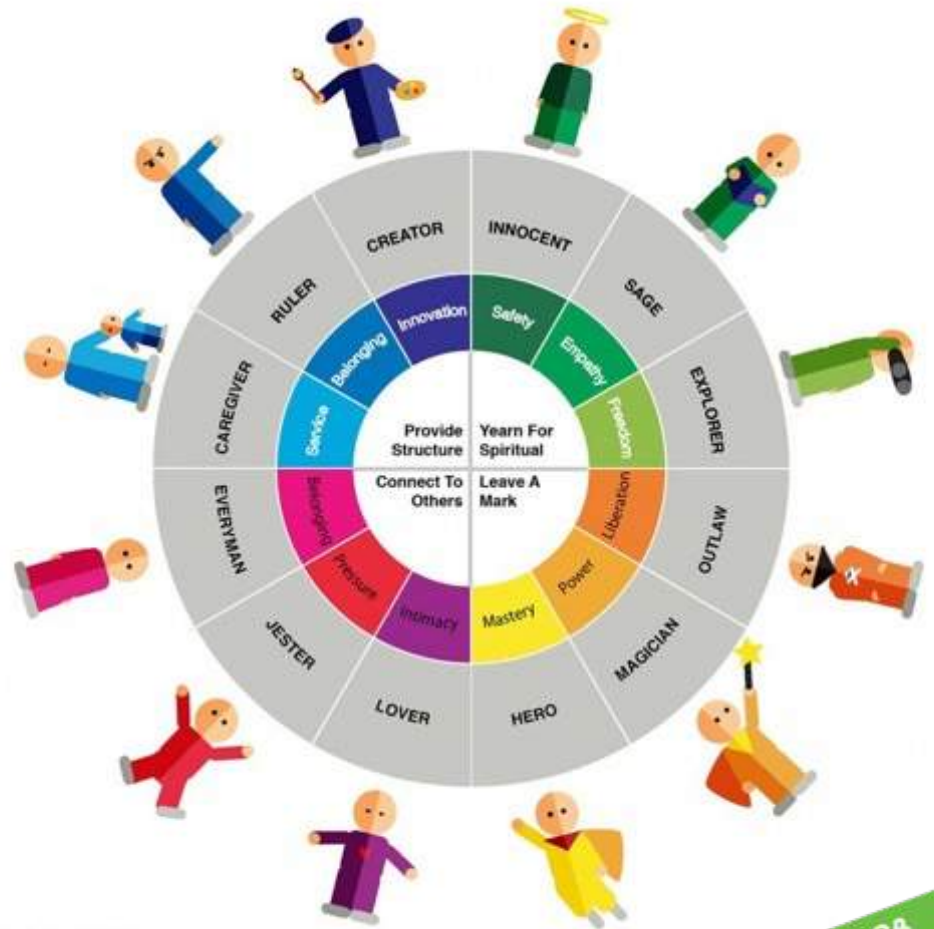
A three minutes animation series about Eko and Eka who traveled to many unique places in Indonesia, following their father, who works as a ranger. Eko and Eka encountered many environmental problems along the way. With the tenacity of young kids and the help of their special gifts, Eko who can talk to plants, and Eka can talk to animals, they were able to overcome all of it.



# Characters

# Archetype

We use Carl Gustav Jung archetype concept to describe every character. Based on collective unconsciousness derived from culture, art, and myth, Jung believe that archetype symbolize basic human motivations and behaviour.



Quoted: Harold Mayer Online  
Illustrations: Nixley Corbis  
Created for: Pexels.com

# Characters



ALT. 1

## Eko

Caregiver/Creator, 6 y.o

- Always brings his plant: **Nat**
- Able to communicate with plants
- Smart, quiet, good listener and analytical
- Has deep concern about environment
- Like to memorizing scientific name of plants
- Eko's obsession is to crossbreed Nat with another species so he could add his name to the new species' scientific name, such as "Ekonatenses"
- Catchphrase: "*Ya apa ya, Nat?*" (yes or yes, Nat?)



ALT. 2



# Characters



ALT. 1

## Eka

Rebel/Hero, 6 y.o

- Looking after a Red-whiskered bulbul: **Bul**
- Able to communicate with animals
- Outspoken, hyperactive, competitive, and sporty
- Gets irritated easily whenever animals are being hurt
- Aspire to ride a horse that can fly
- Catchphrase: “*Aku aja!* (let me handle it!)”



ALT. 2

# Characters

## Bapak (Bims)

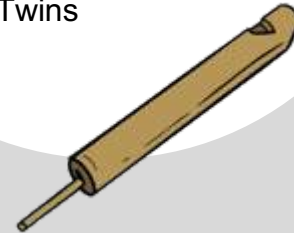
Magician, 36 y.o

- Works as a ranger and botanist, specialized in nearly extinct plants
- Secretly able to talk to plants and animals
- Humble, sociable, play by the rules, helpful, and easygoing.
- Treat his children as friend
- Catchphrase: "*Kembar, siap untuk mengembara Tanah Air?*" (Hey twins, are you ready for this adventure to our Homeland?)"



## Bamboo Whistles

- Indonesian traditional bamboo whistle can imitate the sounds of many birds
- Used as communication tool between Father and the Twins



# Characters

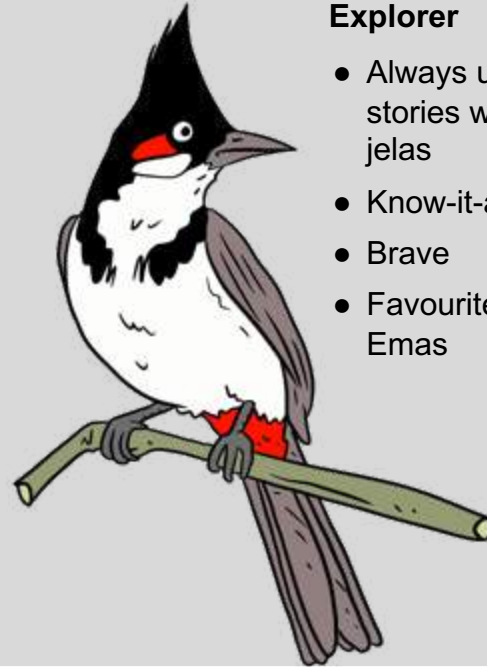


## Nat

**A Kantong Semar**  
(Tropical Pitcher Plant/  
Nepenthaceae)

**Sage**

- Wise and patient
- Talk to Eko like an old person with mysterious clues
- Eat bugs



## Bul

**A Kutilang Jambul** (Red-whiskered bulbul/  
*Pycnonotus jocosus*)

**Explorer**

- Always up to date and stories walaupun belum jelas
- Know-it-all
- Brave
- Favourite fruit: Pisang Emas



# Location



1. West Bali National Park (Bali)
2. Morotai (North Maluku)
3. Tanjung Lesung Beach (Banten)
4. Mount Bromo (East Java)
5. Thousand Islands (Jakarta)
6. Lake Toba (North Sumatera)
7. Labuan Bajo (East Nusa Tenggara)
8. Tanjung Kelayang Beach (Belitung)
9. Mandalika (West Nusa Tenggara)
10. Wakatobi (Southeast Sulawesi)
11. Borobudur Temple (Central Java)
12. Katingan (Central Kalimantan)





# Mood Visual



ALT. 1



ALT. 2







# Synopsis



## Chapter 1: **Jangan Buang Sampah di Rumahku**

(No Littering at My Home)

While playing around at coast of West Bali National Park, Nat tells Eko about an angry tree. Eko finds out scattered garbage at crying trees. Bul shows Eka a kid-tourist playing around at the beach and littering. Eka has some arguments with the kid who later calls his cousins. Eko and Eka don't step back. Turns out the kid ask his cousins to clean the garbage. Arriving at home, Father says that they are going around Indonesia.

Storyline on page 30



## Chapter 2:

# Hentikan Tetesan Air Mata Duyung

(Hold Back Dugong's Tears)

On the coast of Morotai, Eko and Eka are working on a coloring book of dugong. Eka is attracted to a tree and decides to climb it. On his halfway, Eka slips and falls on Eko. Eka hears someone crying and instantly thinks it is Eko crying since he falls on him. Turns out, it's not Eko. Bul leads Eka to the source of crying where they find a stranded dugong on the shore. Down on his knees, Eka listens carefully to the dugong while it tells him about the damage of a seagrass bed which provides shelter and food for it. Eko catches up, finding Eka blowing bamboo whistle frantically to summon Father. Unfortunately, the whistle sound cannot reach to Father. Eko explains that the wind direction doesn't fit to Father's location. Eko finds another way by a mini-mirror attached to his pencil sharpener, pointing it to Father's direction. Father receives the cue. He and other rangers are going down to the shore. A veterinarian examines the dugong and makes sure it will be ready to go back to the sea. They all work together to get the dugong back to the sea. While saying goodbye to the rangers, the dugong appears on the surface of water and says thank you.

*"Jangan sampai ada air mata duyung yang menetes lagi! (Don't let dugong tears fall, ever!)"* says Eko.





## Chapter 3:

### **Mangroveku Rumahku**

(Mangrove Is My Home)

On the way to Tanjung Lesung, Eko and Eka see trucks loaded with sands. Eka asks Father, what those sands are for. Sands are needed to build a house, Father replies. Upon their arrival, Eko wonders why he has not seen any marine lives around. Nat suggests Eko to build homes for them. Eko doesn't seem to understand, until some locals give them mangrove seeds to plant. Later, Bul shows marine animals migrate and settle in the mangroves.





## Chapter 4:

### **Demi Cinta Jangan Merusak**

(For The Sake of Love: Do No Harm)

Soleh, a tourist in Mount Bromo is trying to pick wild edelweiss as a memento for his lover. Thanks to stones thrown at Soleh, his attempt fails miserably. When he tries to light a cigarette, a bird suddenly snatches his lighter. Then, he vaguely hears some children's laughter. Soleh senses that things are going wrong in a mystical way. Feeling scared, he runs away, unaware that Eko, Eka, Nat, and Bul plays trick on him. While fleeing, he meets Father and tells him why he's running away. Father smiles and blows his bamboo whistle. A moment later we can see now Eko and Eka hiding their catapult and blowgun on their pockets. Father leads them to Tengger tribe's settlement where they plant edelweiss. Tenggerese people are preparing a ritual. Soleh who happens to be photographer captures the precious moments. He finds a new way to impress his lover by setting up a photography exhibition.



## Chapter 5:

### **Karang Juga Punya Rasa Punya Hati**

(Corals Have Hearts and Feelings, Too)

While diving in Pramuka Island, Eko learns that clumsy divers are responsible for coral reefs' damage. Eko shares this knowledge to Eka. Not too far away, a group of divers are getting ready. Eka immediately drags Eko to stand in their way. Turns out, Father is among the divers. He explains to Eka and Eko that the divers are visiting coral reef farm. Father asks Eko and Eka to join them.

*"Terumbu karang itu rapuh, bagai punya rasa punya hati (coral reefs are fragile creatures, as if they have hearts and feelings),"* says Eko.

*"Jangan samakan dengan pisau belati (unlike a dagger: cold with no feelings),"* adds Eka, in a rock star manner.



## Chapter 6: **Holopis Tawon Baris**

(When The Bees are Marching in... Bee-ware!)

Bul hangs out with a bird on a tree, in a forest side located near Lake Toba. Suddenly the bird flees frantically as it sees a tree fall, deeper in the forest. Two local kids run toward Eko and Eka and inform there is a illegal logging activity inside the forest. Both kids lead Eko and Eka to the illegal loggers. They all secretly witness the illegal logging. A bird nest falls from a tree. Eka looks furious but Eka holds him back. Nat summons a large group of wasps to attack illegal loggers and make them run away.

*“Untuk mengusir para perusak lingkungan, satu-satunya cara ya kita harus saling tolong menolong (to repel those who do environmental harms, we have no choice but standing side by side),”* says Eka to the local kids. Meanwhile behind trees, bushes, and leaves, various animals in the forest start to take a peek. They all nod while looking at each other. Fathers blow the bamboo whistle as a cue for Eko and Eka to continue the journey. Apparently, those illegal loggers voluntarily surrender themselves to the security guard. Eko and Eka wave their hands to the forest, responded by the group of wasps in a waving hand-shaped formation.





## Chapter 7:

# **Tiada yang Kecil Bagi Alam**

(Nothing Is Too Small For Mother Nature)

Eko worries about Nat who is getting weaker. Nat isn't taking any food in this place. As Eko and Eka investigate what causes Nat refuse to eat, they find out about black flies farming to manage organic waste. Eko realizes Nat is unwilling to eat because those flies are crucial in Labuan Bajo which still has issues with the waste management.





## Episode 8: **Saat Mentilin Memanggil** (A Tarsier Calling)

On a dark night in Bangka Belitung, Father is attending a local gathering at the village hall. The main topic is how to get rid of pests from their local pepper farms. At the house yard, Eko and Eka are waiting for Father. Bul tells Eka that there's a pair of big eyes in a tree. They all get tense as the big eyes are going down and get closer... It's a Horsfield's tarsier who looks for its mother!

Father is home now; with a flashlight they look around to find the tarsier's mother. The young tarsier calls its mother with a distinctive sound and it's getting a response. They stop at a house with a dim lighting. Father gets in the house and checks the situation, while Eko and Eka wait outside. Apparently, it is the illegal loggers' house! Father discovers various endangered animals inside the house and among them is the tarsier's mother. While trying to escape, the illegal logger is horrified by a pair of big eyes hovering around and he stumbles on a rope holding by Eko and Eka who hide behind a tree.

The hovering eyes are young tarsier's eyes! It holds a magnifying glass while its feet hold the Nat's pot and drops it and successfully lands on the illegal logger's head when he falls down. Tarsier's mother and its child, and other captured animals are released to the woods. They wave their hands to Father, Eko, and Eka. On the following days, the insect pests at pepper farm start to decrease.

*"Saat ada masalah, alam akan memanggil dengan berbagai cara. Tinggal kita mau menjawabnya atau tidak, (whenever rises a problem, one way or another nature calls. It's up to us whether to response the calling or not),"* says Father.



## Chapter 9:

### **Alkisah Jeruk di Lahan Kering**

(A Tale of Orange in A Dry Land)

Eko and Eka are playing with coconut shells and fibers they get from a coconut ice vendor in Mandalika. Nat quietly puts his coconut fiber into the soil while Bul eats an orange on the coconut fiber used as a comfortable mat. Bul throws away his orange seeds all over the place. After hearing the bamboo whistle, Eko and Eka tidy up the mess they cause and go straight home.

A few weeks later, the locals are shocked by an orange tree growing in a dry soil. Father and some rangers pay a visit to the ground. Nat spills Eko the trick how to use coconut fiber for dry soil. Later Eko tells Father. The locals are educated that with the help of coconut fibers, a dry soil can grow various plants.

“tumbuhan yang seakan hilang, atau bahkan disangka punah, sebetulnya masih ada, cuma kaya ngumpet. Kalau tanahnya diperbaiki ia bisa muncul lagi,” (tolong terjemahin) says Bapak.



## Chapter 10: **Bukan Bangsa Bahari Biasa**

(Not An Ordinary Maritime Nation)

Back from swimming in Wakatobi, Eka accidentally unknowingly climbs into the wrong boat. Instead taking the patrol boat where Father works, he accidentally takes a boat with a lot of assembled explosives in it. Eka gives his bracelet to Bul who comes too look for him. Eventually Bul delivers Eka's bracelet to Eko as a sign of emergency. Eko soon realizes Eka's situation and asks for a help from a Bajo youngster who docks his boat. Soon they come to rescue Eka who already gives a sign that the boat is loaded with explosives. Assisted by Eko, Eka jumped into the other boat while the Bajo youngster dives under the boat. Using a fishing tool of Bajos: a spear, he leaks the bottom of the boat, forces it to dock sooner where the patrol boat awaits.

On the following night they gather around on the beach, eating some fish. Upon seeing how skilful the Bajos and how abundant the foods resource we can get from the sea, Father acknowledges: "*Lautan itu kekayaan bangsa yang sejak leluhur dijaga dengan baik. Sebagai bangsa bahari kita harus bersahabat dan menyatu dengan lautan kita* (the sea is our precious wealth, reserved by our ancestors. As a maritime nation, we must make friends and be as one with our sea)."





## Chapter 11:

# Hormati Karya Leluhur

(Respect Our Ancestor's Creation)

At Borobudur Temple, Eko and Eka shout at each other each time they recognize relief panels on the wall. With their expertise, Eko can name plants, while Eka fluently names all the animals on the relief panels. They run around the temple, they step into a gum. Eka is upset and grumbles. A university student who is having some colourful paints suddenly rebukes her. Eko and Eka suspect the student as a vandal. But no, the student is now having a big drawing paper with him. He is having a drawing task, apparently. Eko and Eka tell the student they are why they are upset: vandalism and trash. This inspires the student to draw a colourful sign for the tourists and warn them not to do any vandalism. He makes Eko and Eka as the model and inspired by Borobudur reliefs panel. On the following day, the work of the student is officially installed. Public officials and tourists attend the little ceremony. A number of tourists take selfies on the sign. Father who is proud and happy tells the student, "*Leluhur kita berkarya untuk berdoa, saya bangga kalau itu menurun ke anak muda yang juga kreatif berkarya* (our ancestor works and create to prays, I am very proud this tradition carries on nowadays, by youngsters who also work creatively)."



## Chapter 12:

# Gotong Royong Jaga Tanah Air

Working Together Protect Our Homeland

Black smoke is rising. A group of orangutans and many other animals are running for their lives. Watching this horrible scene in a YouTube channel, Eka looks furious. Father, Eko, and Eka now arrives at Katingan. Compared to what they saw on digital screen, they are captivated by variety of fruits and many other plants on each house they pass by. The locals' needs are met by barter system among them, thanks to abundant natural resources and they can always sell the rest to the outsiders.

They arrive at a security post and see recorded video from CCTV showing an orangutan carries its child in a scenic jungle. Other video shows a majestic tiger, sitting with its shiny eyes.

*"Seharusnya lebih banyak lagi daerah di Indonesia yang bisa seperti ini. Gotong royong dalam menjaga tanah air, ya tanahnya ya airnya, karena itulah sumber kehidupan kita semua, (many other areas in Indonesia should have these scenes. Working together protecting our homeland: the land and the water. Both are main source of our lives)," says Father.*



# Storyline





Chapter 1:

# Jangan Buang Sampah di Rumahku

(Do Not Litter at My Home)

### Scene 1:

Eko is reading a book under a tree. Nat blooms its flowers. Eko approaches Nat and asks:

*“Ada apa Nat? Sedih? Pohon yang mana (what is it Nat? Are you sad? Which tree?)”*

Nat points out using its flower.

### Scene 2:

Eko is approaching a tree with thin and dry outlook. Nat taps Eko this time pointing down.

Eko bends over, trying to pull out a plastic bag with great effort.

### Scene 3:

Eka is chasing after Bul and stops immediately after seeing Eko. Eka and Bul looks at each other. Eka helps Eko pull the plastic bag. The plastic bag is gradually pulled out. Using its claws, Bul joins the effort. They manage to pull off the plastic while falling backward and simultaneously leaving scattered trash and dirt around.

### Scene 4:

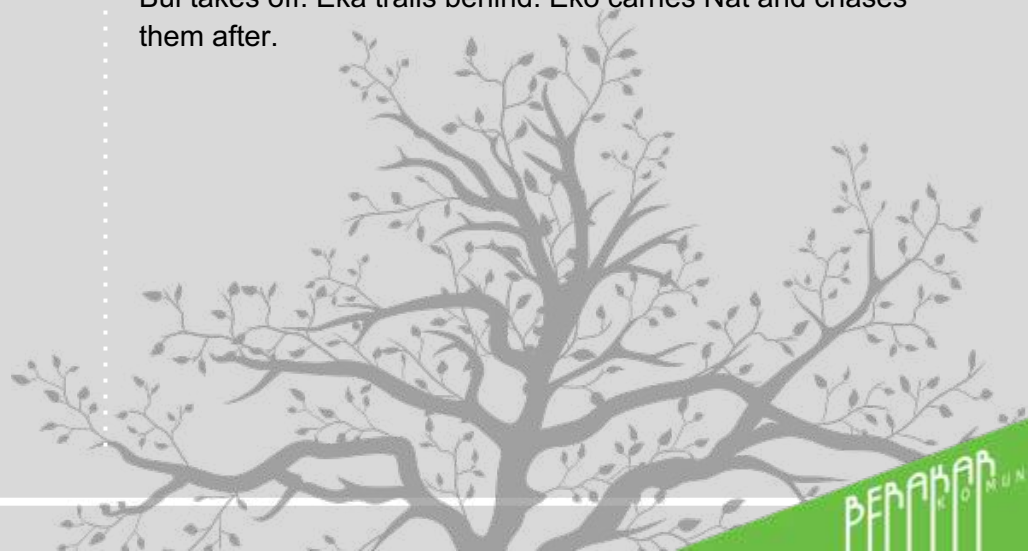
Bul rolls over, its beak stuck into a plastic bottle. Bul flies frantically, trying to unstuck the plastic bottle.

### Scene 5:

Eka yells at the top of his lungs: *“Siapa sih yang buang sampah sembarangan?! (who litters?!)”* Bul, successfully release itself from the plastic bottle

flies towards Eka and whispers. Eka asks: *“di mana, Bul? (where is it, Bul?)”*

Bul takes off. Eka trails behind. Eko carries Nat and chases them after.



**Scene 6:**

There are many tourists on the seashore. A kid-tourist building his own sand castle while throwing away a chocolate wrapping. Eka is witnessing from afar.

**Scene 7:**

Eka runs to carry a pile of trash. This scene confuses Eko.

**Scene 8:**

Eka throws away the trash on the sand castle. The kid-tourist looks stunned.

**Scene 9:**

The kid-tourist throws back the trash to Eka. Eka retaliates by throwing the trash to him, again. Now the kid-tourist gets infuriated. "*Kamu ngotorin tempat main aku!* (You are littering my playground!)" Eka doesn't hold back his anger, too. "*Ya jangan buang sampah di rumah kami, dong!* (Oh look who's talking. First of all, do not litter at our home!)" The kid-tourist seems lost. "*Emang ini rumahmu?* (Your home? How come?)" Eka drags the kid. "*Sini liat!* (Here, take a look at this!)"

**Scene 10:**

Eka shows the kid all the scattered trash around them, then points at the trees. "*Ini kan rumah kita semua. Manusia, pohon, binatang, semua tinggal di sini. Jangan dikotori!* (Those are our homes. Humans, trees, animals, all live here. Do not litter!)" Eko shows up with Nat. "*Sampah plastik itu lama terurainya. Bayangkan kalo ada yang buang sampah di rumahmu, dan sampahnya gak hilang-hilang sampai kamu besar dan malah nambah terus* (Plastic bags many years to decompose. Imagine someone litters at your home, and the trash remains or increases, even until you grow old)," Eko said.



### Scene 11:

The kid-tourist whistles. A group of kids come as if they are ready to gang up on them. Fearlessly, Eka and Eko stare at their 'opponents', although some of them are bigger and taller. The kid-tourist gives a sign, pointing at the trash.

### Scene 12:

They all work together to clean up the trash. The bigger kid carries small amount of trash. The average one carries some more. The little one, staggers to his feet carries the most trash. Eko and Eka bring the trash bin.



### Scene 13:

There comes a bird-like sounds. Eko glances at Eka. Eka shouts to Eko. "*Bapak! (Papa!)*"

### Scene 14:

Father is blowing a bamboo whistle and stops when Eko and Eka shows up. Father opens a map and says "*Negara kita seluas ini. Sekarang kita ada di... sini* (This is how big our country. And now we are.. here)," while sticking pins on 11 points and adds. "*Bapak ada tugas ke tempat-tempat ini. Sementara kalian tugasnya itu... Belajar dengan rajin.* (I have some duties all in those places. While your duty is.. study, diligently)."

Eko and Eka looks sullen. "*Kan lagi libur! (But it's holiday time!)*" Eka protests. Father smiles and says "while you both accompany me to these places!" Eka and Eko yell out simultaneously "Horray!!!" But while drinking from its drink box is startled and falls into water. Nat laughs.

### Scene 15:


Eko and Eka walks into their car, parked on their house yard. Father seems puzzled. “*Nat-nya diajak?* (You’re taking Nat with you?)” Eko nods. “*Harus. Ngambek kalo ditinggal.* (I have to. Or else, he will be sulky).” Father turns his head to Eka, right after Bul lands on Eka’s shoulder, equipped with black glasses made of twigs. Eka interrupts “*Kamu emang diajak?* (Nobody is asking you, though),” Bul ignorantly lifts his suitcase, made of leaf. Father asks, “*Kembar, siap untuk mengembara Tanah Air?!* (Hey twins, are you ready for this adventure to our Homeland?!)” Eko and Eka shouts “yao!!!”

### Scene 16:

They all get into the car and drives off.

“*Nantikan kembara Eko dan Eka selanjutnya di Morotai dalam episode ‘Hentikan Tetesan Air Mata Duyung’...* (‘don’t miss the next episode Eko and Eka in Morotai ‘Stop the ‘Mermaid’ Tears’ ...)”





# Distribution Channel Potential



Streaming  
Service

Special  
screening  
at cinema

Special  
screening at  
schools or  
community hub

Digital  
Channel

Special screening  
at workshop or  
event





# Expandable Potential

# Environmentally Friendly Merchandise



T-Shirt



Pouch



Totebag

Others:

Tumblr | Pin | Cap | Board Game



# Environmentally Conscious Children Book



Comic Series



Coloring Book



Special Interest Book

# Environmental Awareness Digital Campaign for Kids and Family



Meme



Social Media Sticker



Podcast


Others:

Comic Strip | Infographic | PSA | IG Filter



# Collaboration Potential





School or  
Pesantren

Non-Governmental  
Organization

Community

E-commerce

Merchant  
Store

Book  
Store

A vibrant, painterly illustration of a forest. A dirt path with patches of sunlight and shadow leads from the foreground into a dense grove of tall, slender trees. The foliage is a rich, varied green. In the background, a calm body of water is visible, reflecting the light, with rolling hills on the far shore under a soft, hazy sky.

# Budget

(Revised - 20 April 2020)

## BUDGET ANIMATION 2D

No	Jobdesc	Cost	Qty		Sub Total	
1	Concept & Creative Development 2D technique	175,000,000	1	time	IDR	175,000,000
2	Animation Production "Eko & Eka" (/episode)	47,000,000	12	episode	IDR	564,000,000
3	Voice Over (5 pax) (/episode)	12,500,000	12	episode	IDR	150,000,000
4	Music Scoring	12,500,000	12	episode	IDR	150,000,000
5	Opening Tune	10,000,000	1	time	IDR	10,000,000
		Total			IDR	1,049,000,000
		Tax			IDR	104,900,000
		<b>Grand Total</b>			<b>IDR</b>	<b>1,153,900,000</b>

Cost per Episode

87,416,666.67

Production Time

42 weeks



### BUDGET ANIMATION 3D

No	Jobdesc	Cost	Qty		Sub Total	
1	Concept & Creative Development 3D technique	175,000,000	1	time	IDR	175,000,000
2	Animation Production "Eko & Eka" (/episode)	30,000,000	12	episode	IDR	360,000,000
3	Voice Over (5 pax) (/episode)	12,500,000	12	episode	IDR	150,000,000
4	Music Scoring	12,500,000	12	episode	IDR	150,000,000
5	Opening Tune	10,000,000	1	time	IDR	10,000,000
		Total			IDR	845,000,000
		Tax			IDR	84,500,000
		<b>Grand Total</b>			<b>IDR</b>	<b>929,500,000</b>

Cost per Episode

70,416,666.67

Production Time

30 weeks